


Shop Rite Supermarkets



Retail PARTNERS Marketing Plan 1996

RJ Reynolds
Tobacco Company

Retail PARTNERS Marketing Plan



The 1996 Program consists of Key Components, which bundled together will
Drive Your Business:

- ⦿ Merchandising / Presence Program
- ⦿ Retail Accrual Program
- ⦿ Promotional Resources
 - » *National Promotions*
 - » *Full Price / Savings Price Support*
 - » *Forsyth Accrual*

These Parts Working Together will Provide You with the Total Value and Support of RJR.

RJ Reynolds
Tobacco Company

RJR Partners Marketing Plan

Merchandising Presence/Carton Outlets

"Lobby Set" Self-Service Requirements

- RJR Carton Merchandiser with RJR Brands in top section, with share of space match to share of business.
- RJR Self-Service Package/Promotional Merchandiser or self-service counter display (with approval of RJR) on customer service counter.
- RJR Advertising over RJR Space.
- Space allocated for Full Price and Savings Brands.
- Promotional assistance with RJR Programs.

Retail PARTNERS Marketing Plan

Merchandising / Presence - Carton Outlets




Non Self Service Requirements

- RJR in top space of RJR Carton Merchandiser or Retailer Shelving. Space for brands must be equal to RJR Share of Market. All RJR Brand rows must be visible to consumer.
- RJR Self-Service Package Merchandiser or Approved Self-Service Display.
- Designated space for Full Price and Savings Brands.
- RJR advertising placed over RJR Brands.
- Provide promotional assistance as requested by RJR.

RJ Reynolds
Tobacco Company

**Shop Rite Supermarkets
1996 Partners Program
Quarterly Payment Comparison**



Plan Type	1995 Quarterly Payment	1996 Quarterly Payment
Non Self-Service & Self Service Carton	\$ 14,838 (19 stores)	\$ 16,032 (16 stores)

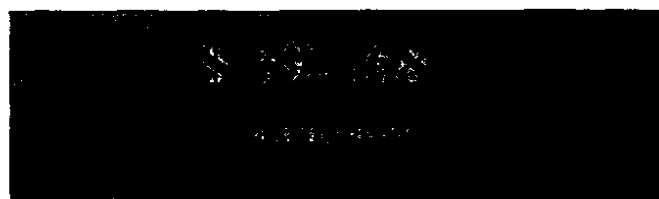
1995 Average Monthly Payment Per Store \$ 260

1996 Average Monthly Payment Per Store \$ 334

Shop Rite Supermarkets 1996 Partners Accrual Program



- \$ Accrued per store per quarter \$ 612
- Total \$ Accrued Per Quarter (all stores) \$ 9,792
- All accrued dollars to be used for Price Plus Programs throughout 1996 (based on 16 stores).



Shop Rite Supermarkets

1996 Retail Partners Program

Total Annual Program Value

- \$ 64,128 Retail Display
- \$ 39,168 Retail Accrual (for Price Plus Programs)
- \$ 40,061 Discounting (field sales couponing)
- \$ 3,328 Worth Accrual (Price Plus Programs)

\$ 146,685

